

— PUBLIC REPORT BY PROMTPRESS

Channel audit

БСБ Банк



@bsb_bank

Official channel of BSB Bank in Telegram ■ Support: @BSBBankBot

SUBSCRIBERS

2 916

+136 per month

ERR (% SEE POSTS)

55.0%

last day **22.8%**

REACH/POST

1.8K

ad reach **660**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 2 916 —	 SUBSCRIBER REACH 60.49% avg % subs see post	 VIEWS/POST 1.8K median 1.2K · 27 days	 POSTS/WEEK 9.3 for period
 7D TREND — no data for period	 REACTIONS/POST 13.8 510 reactions, 180 reposts, 12 comments	 POST LENGTH 575 chars median 574 · 27 days	 POSTS ANALYZED 37 27 days
 AD REACH 660 24h avg	 CHURN / MONTH +136 last month	 CITATION RATE 8 citation index · 19 channels mentioned ever	 CHANNEL AGE 5 years 2 months created 23.03.2021

AI EDITOR SUMMARY

Channel «BSB Bank» — 2 916 subs. Each post averages 1.8K people (60% of subs), wide reach for a channel this size. Publishes 9 posts per week (~1/day) — regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts over 27 days.
- 02 Dominant format – Photo (20/37 posts).
- 03 Avg post length – 575 chars (median 574).
- 04 Audience peak – Wed, 13:00 MSK.
- 05 Top posts get 13x more views than the weakest (7.5K avg for top vs 589 for worst) – among 37 posts in 27 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 06.05 · 10:56 VIDEO 👁️👤Looking for a convenient way to receive payments from abroad? BSB_Link can help! ✨ 📄Create a payment link and send it...	VIEWS 7 751 REP. 18	REACTIONS 23 ER 265.8%
Nº2 29.04 · 08:01 PHOTO 👁️👤Working with foreign partners? BSB Bank offers a solution for companies and entrepreneurs – international business transfers in...	VIEWS 7 571 REP. 12	REACTIONS 10 ER 259.6%
Nº3 15.05 · 07:26 PHOTO 👁️👤BUSINESS CLIENTS, ATTENTION! 📄 Free 3-in-1 POS terminal available in your business package! 📄Subscribe to the 'BSB...' business service package	VIEWS 7 133 REP. 4	REACTIONS 11 ER 244.6%

Nº414.05 · 05:33 PHOTO Salary project at BSB Bank is not just convenient payroll, but also extra perks for employees and...	VIEWS	REACTIONS
	7 121	10
	REP.	ER
	4	244.2%

Nº504.05 · 15:17 PHOTO ☒ Dear Clients! ☒ We've prepared info on Bank operations on May 8 and 9. Details at bsb.by ♥ Always glad to see you at all...	VIEWS	REACTIONS
	1 467	13
	REP.	ER
	2	50.3%

|

WORST 3

↓ 23.05 · 12:59 PHOTO ☒ Young racers, go! Great news for the youngest participants of the VIVA ROVAR bike carnival! ►BSB Bank will gift a certificate for...	VIEWS	REACTIONS
	725	12
	REP.	ER
	6	24.9%

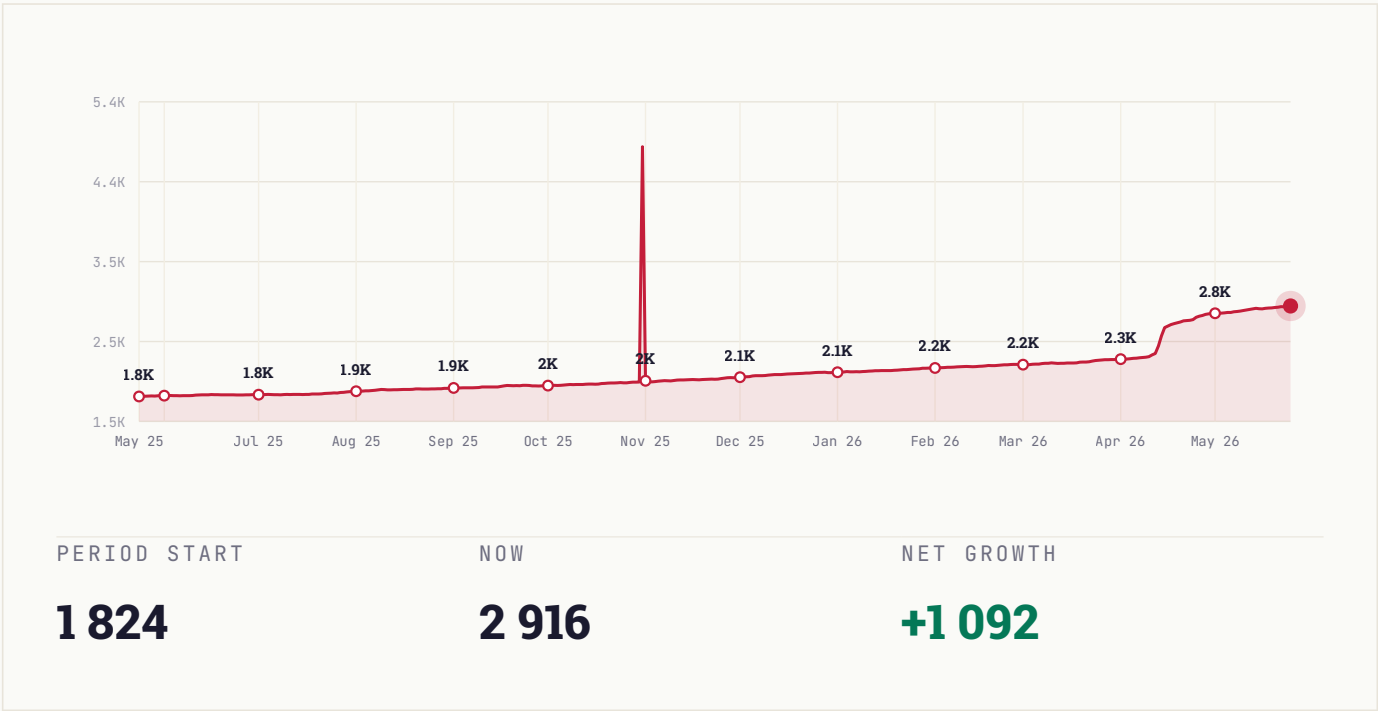
↓ 23.05 · 07:53 PHOTO ☒ On May 21, the Faculty of Economics of BSU hosted the final of the XI Financial and Economic Startup Projects Competition 'Business Idea', organized by...	VIEWS	REACTIONS
	675	11
	REP.	ER
	3	23.1%

↓ 25.05 · 13:50 VIDEO ♥☒ Memories that stay with you! *☒ Sometimes a single shot can remind you of the warmest moments: a trip, loved ones, or...	VIEWS	REACTIONS
	369	8
	REP.	ER
	2	12.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

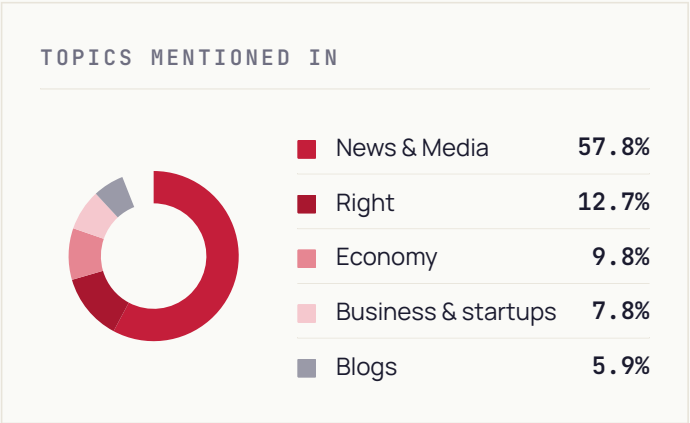
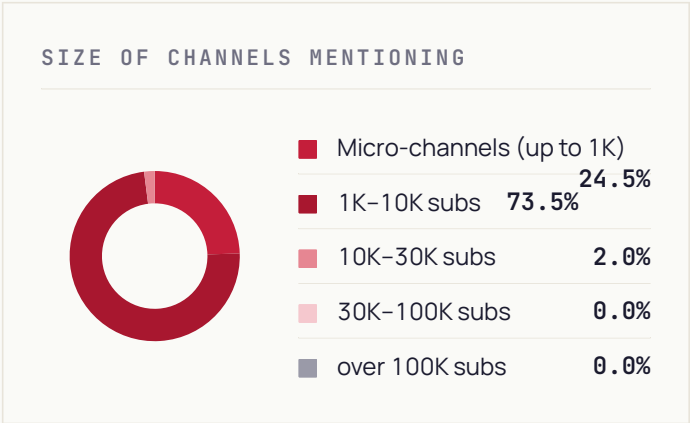
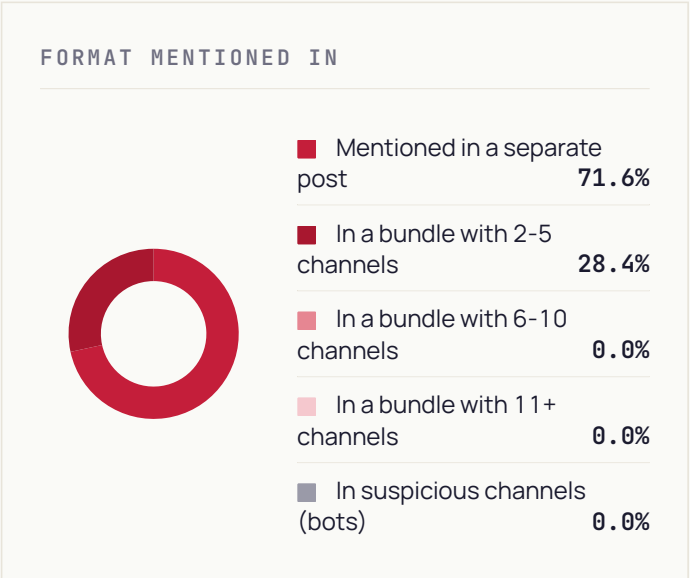
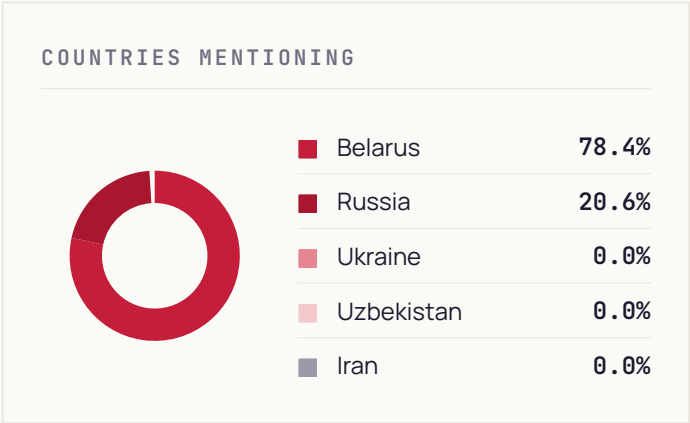
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel and how

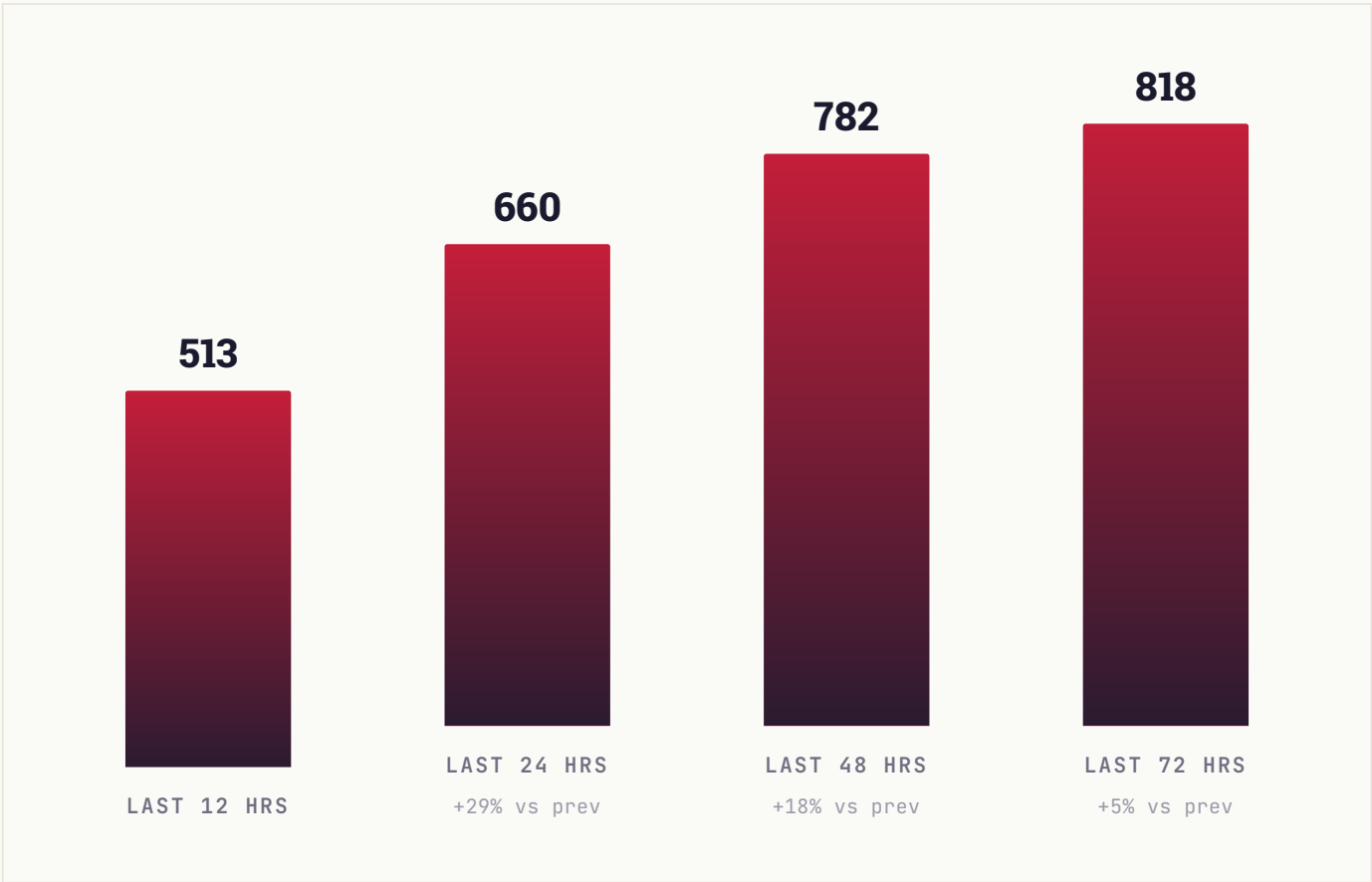
Citation index 8 – channel popularity score based on mentions. Considers not just count but mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: 19 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.3K
SB Sber Bank (Belarus)	39.2K
BK Belarusbank: channel	35.9K
MY Myfin.by	27.3K
MA MAR	22.2K
PR Priorbank	18.2K
BA BANKI24.BY	17.7K
MR Ministry of Taxes and Duties of Belarus	15.1K
UO Operational Management Department of the Minsk City Tax Inspectorate	14.6K
BE Belagroprombank	11.1K
ББ БСБ Банк YOU	2.9K

COMPARATIVE CONCLUSION

Channel in top half of niche (#26 of 67). Niche leader — Alfa-Bank (Belarus) (79.3K), median subs 1.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **7**, they brought **3 118** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Nov 2025	0	0	61
Oct 2025	4	1	2 891
Sep 2025	0	0	44
August 2025	2	2	54
July 2025	0	0	46
June 2025	1	1	22

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
7	6	3 118

— SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Top-67 channels in category «**Economy**» (Belarus) and compared your channel.

Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

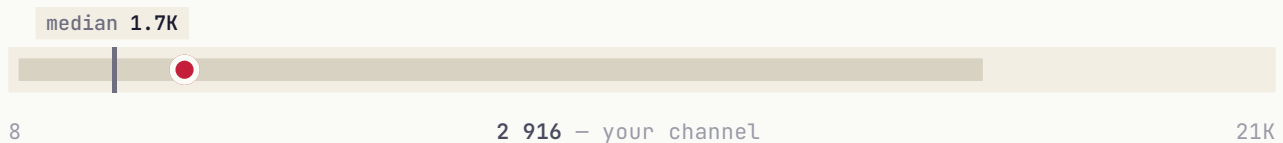
#1 /67

RANK IN NICHE

Channel in top 1% economy Belarus

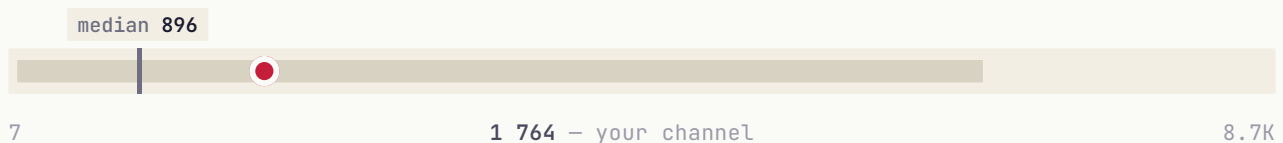
SUBSCRIBERS

better than 53% of niche



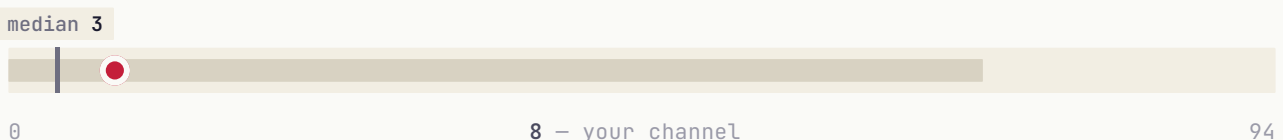
AVG REACH / POST

better than 56% of niche



CITATION INDEX

better than 52% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Wednesday

Audience most active on this day at 1 PM MSK.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
